



CALPEEK

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CAMPAIGN '98: A SURVEY WITHOUT DIFI IN THE MIX.

Editor's note: Finally there's a new political survey of the 1998 governor's race **without** U.S. Sen. Dianne Feinstein(D) thrown into the political mix. And the survey also *omits* Controller Kathleen Connell(D), who sources believe will seek reelection or perhaps run for LG -- depending. The survey was conducted by Godbe Research & Analysis and was taken May 17 - 21, with a sample size of 609. Here's our analysis...

...In the *open/blanket primary*, AG Dan Lungren(R) comes out on top with 24%, followed by former White House Chief of Staff Leon Panetta(D) at 20%, with Lt. Gov. Gray Davis(D) in third with 15%. Deep pockets Demo businessman Al Checchi is a very distant 4th with only 2% -- but this isn't surprising because very few people know who Checchi is, nor has the former Northwest Airlines co-chair spent any of that \$6-12 million he's expected to throw into the primary. The undecided is a very high 34% and other candidates account for 5%...

...Perhaps slightly more interesting than the primary are the general election matches between Lungren and the three Demos:

- ◆ Lungren 34% vs. Panetta 33% (29% undec.)
- ◆ Lungren 30% vs. Davis 33% (30% undec.)
- ◆ Lungren 35% vs. Checchi 19% (36% undec.)

(FYI: The numbers don't add up to 100% because of "other candidates" and "won't vote in this election.".)

...It doesn't take a rocket scientist to figure out that Lungren, who has a higher profile in Calif. than any of these Demo challengers, hasn't broken **35%** --- and that with the exception of Checchi, he's locked in a dead heat with both Panetta and Davis. Of the Demos in this poll, the one who scares the GOP the most is Checchi -- he's a fresh face & has *very* deep pockets...

...In addition, there are other *troubling signs* for Lungren as well in this poll. In the Godbe poll, 29% of GOP voters surveyed are undecided and another 14% have crossed party lines to support a Demo (vs. only 6% of Demos who cross for Lungren). What this says is that Lungren's GOP base continues to be shaky at best, but not beyond repair, given time...

CALPEEK ON VACATION FOR JULY 4th HOLIDAY

Some needed vacation/R&R time for **Calpeek** this week and for the week of July 21st. We'll be back at work on July 7th and will have newsletters for both the 14th & 21st. We'll also take a week off in August, but will notify you of the date later on. Stay tuned...

CALPEEK'S LEGAL FILE: O.C. VOTER FRAUD TRIAL.

Editor's note: As **Calpeek** hit deadline there was no verdict in the Orange Co. trial of GOP campaign operative Rhonda Carmony, who is charged with 3 election fraud felonies - all in connection with the 1995 recall of Doris Allen. Here are some thoughts (analysis & commentary) about this entire chain of events and the political consequences...

...No matter what happens (acquittal, guilty or hung jury) there are NO winners here. This entire 67th AD recall election has been a major disaster for the Orange Co. GOP Junta; for the individuals (Gibson, Denny, Martin, Werft) who pled guilty to misdemeanor charges; for decoy Demo Laurie Campbell; for GOP Assembly Leader Curt Pringle & his COS, Jeff Flint; for Assemblyman Scott Baugh(R); and for U.S. Rep. Dana Rohrabacher(R). Even Orange Co. DA Mike Capizzi(R), who wants to be the Calif.'s next AG, has been injured politically by this case. But the biggest loser in this whole mess is the political process itself...

...And now as a result of this trial and the previous

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guilty pleas, we're almost to the point of GOP *uncivil war* in Orange Co., with the Pringle crowd vs. the Rohrabacher loyalists. As we noted last week, trial testimony from witnesses tended to fall into two(2) categories: Pringle backers blaming Carmony and the Rohrabacher loyalists saying the blame belongs to Pringle & Flint. One source likened this Orange Co. GOP cannibalism to passengers on the *Titanic* - "and there's no room in the lifeboats for women," a reference to Carmony. Bottomline: there's so much conflict in the testimony from the witnesses, it's impossible to tell who really told Campbell to sign (under penalty of perjury) as the circulator of the nominating petitions...

...But if you really want to point the finger of blame, try these two: Campbell and the Calif. Indep. Business PAC, which is no longer in business. It was the CIB-PAC which pushed Pringle, Flint, Camony et al into recruiting Campbell as a decoy to drain Demo votes. But once recruited, Campbell should have taken a more active interest in her candidacy, instead of being a passive decoy. And had Flint/Carmony or one of the other GOP operatives given Campbell a crash course in Elections 101, she would have known that you don't duck phone calls from the news media...

...And here's the irony. Had Campbell returned L.A. Times political reporter Peter Warren's phone calls, none of this illegal stuff or the financial reporting problems of Scott Baugh, the eventual winner in the 67th AD recall of Allen, ever would have surfaced. Stay tuned...

THE INDEPENDENT EXPENDITURE: THE CONSULTANTS' BREAD AND BUTTER FOR CAMPAIGN '98.

Editor's note: One of the many unintended results of Prop. 208 (the Campaign Reform Act of 1996) is that *independent expenditure committees* will become the dominant mechanism for funding CA Legislative races in *Campaign '98*. Here's our brief report & analysis...

...In the June '98 primary, under 208, candidates for the Assembly who agree to limits can only spend about \$150,000 - with a top contribution not to exceed \$500. 75% of this money must come from individuals. The rest can come from PACs, unions, etc. The betting among 208 critics is that most assembly candidates won't be able to raise the maximum amount, given this formula. What will \$150,000 buy in a primary? According to another 208 critic, "2 mailers and a phone

call for help." And with an HQ, phones, staff and other campaign expenses, this *isn't* much money to spend communicating with voters, given the news media's reluctance to provide solid campaign coverage in these important down-ballot races. And with so little money, campaign consultants could be cut out altogether...

...Enter the Independent Expenditure Committee. As of June 30th, the IE cmt. can spend whatever it wants and most IE cmts. will have huge warchests. Like all IE cmts., no direct contact is permitted between the committee and the candidate. Thus consultants who will run IE races get the same fees for doing mail or producing tv/radio ads, but won't have to put up with midnight calls from panicky candidates. And with all the special interests groups, it's the IE campaigns which will be the *best funded*...

...So it shouldn't come as a surprise that most of the consultants, Demo and GOP alike, want in on the IE action. And when they're left out, they tend to scream bloody murder. Case in point: the recent election of Bill Leonard as GOP Assembly Leader-elect...

...Several **Calpeek** sources confirm that current GOP Assembly Leader Curt Pringle wanted to name Sacto-based McNally-Temple & Associates as the consultant to head up the Assembly Republican IE cmt. McNally already represents some very powerful groups, so Pringle's idea wasn't bad in concept. But when other GOP consultants got word of this plan, they complained to their various clients because they were left out. In the end, sources say, this was one of the contributing factors in Leonard's election as GOP leader. This is not to say that McNally won't have a piece of the action in '98. But the betting among our sources is that the GOP, like the Demos, will spread the IE work around to several different consulting firms. Stay tuned...

CALPEEK'S CAMPAIGN CONSULTANTS DIRECTORY
FYI: The first round of questionnaires has been mailed to 377 campaign consultants who do business here in Calif. Note to consultants: please fax or mail the questionnaires back to **Calpeek** ASAP. In the next 10 days or so we'll be sending out our *first solicitation* for advertising in the 6th edition of the Directory. The solicitation will have pricing and other information. If you have questions, please ☎(310)659-0205...

CAMPAIGN '98: ODDS & ENDS FROM AROUND CALIF.

Editor's note: Here are some political developments worth noting for 1998...

☒ **U.S. Senate Race** - On the **GOP** side, the big news is that U.S. Rep. Sonny Bono of Palm Springs has decided **not** to run for the Senate in '98. This is especially good news for San Diego businessman Darrell Issa, who is positioning himself as *the conservative* in the GOP primary. In other news, Issa grabbed some of Mayor Susan Golding's thunder by announcing that U.S. Rep. Brian Bilbray(R-San Diego) has not only endorsed Golding, but Issa as well. In addition, Issa has won backing from Assemblyman Bill Leonard, the new GOP Assembly Leader-elect. Issa also has won backing from State Senators John Lewis and Ross Johnson, as well as Assemblymen Bill Morrow and Scott Baugh, all from Orange County...

...On the **Demo** side, incumbent U.S. Sen. Barbara Boxer's two big fundraisers June 23rd with President Bill Clinton brought in an estimated **\$1.5 million**. How much will actually go to Boxer is still up in the air, because the DSCC also gets some of the funds...

☒ **Governor's Race** - Demo Lt. Gov. Gray Davis has been endorsed by the Long Beach Police Officers Assn., which represents 850 sworn officers. For those who may have forgotten, Long Beach is AG Dan Lungren's hometown and the he represented Long Beach in congress for 5 terms in the 1980s...

☒ **AG's Contest** - On the **GOP** side, Orange Co. DA Mike Capizzi has hired veteran GOP consultant Ron Smith to run his '98 campaign. Smith has already begun assembling Capizzi's finance team. Fundraising consultant Jane Clark will handle the Bay area, while Kimberly & Alan Peters will work Sacto and the Central Valley for Capizzi...

☒ **Lt. Governor's Race** - In case you missed the news, State Sen. Tim Leslie(R-Tahoe City) publicly revealed what his staff has known for some time: the lawmaker is being treated at Stanford Univ. for *multiple myeloma* (cancer of the bone marrow). Sources say Leslie's attitude (as well as his overall physical condition) is excellent. Bottomline: Leslie says he has no intention of quitting the LG's race...

...In addition to consultant Jim Nygren, Leslie also has hired veteran cmp. mgr. Jane Barnett to handle daily campaign activities at the HQ at 915 "L" St., Suite # C412, Sacto 95814. ☎(916)443-2398. For those with short memories, Leslie reported \$702,000 COH at the end of 1996. And sources report that Leslie has already bought onto two(2) GOP slates for the June primary: one slate run by Gilliard/Blanning and another slate run by Tim Carey...

☒ **Board of Equalization** - Assemblyman Howard Kaloogian(R-Carlsbad) will be running for Ernie Dronenburg's 3rd District BOE seat in '98. Kaloogian has hired Sacto-based Russo Marsh + Raper as his campaign consultant. The only other name to surface as a possible candidate on the GOP side is that of State Sen. Dave Kelley of Imperial Co. Sources don't think Kelley will run IF term limits is overturned...

...In the 4th District, popular El Monte Councilman Tony Fellow(D) is eyeing this seat which used to belong to Brad Sherman(D), now a freshman in the U.S. House. Fellow is a moderate, serves on the MWD Board and is president of the Upper San Gabriel Valley Water Board. As for Acting BOE Member John Chiang, no word on whether he'll seek Sherman's seat. Stay tuned...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

July 18-20	UC Davis Extension's 13th annual Political Campaign Management Institute.
July 22-30	Nat'l Governor's Assn. meeting, Las Vegas.
July 26-28	50th Annual CA Broadcasters Assn. convention, Monterey, CA.
July 27	DCCC Dinner in L.A. w/Pres. Bill Clinton.
July 29	Trial begins on challenge to constitutionality of CA's Open Primary Law, U.S. Court, Sacto.
Aug. 2-Sept. 2	Congressional recess.
Aug. 6-10	Nat'l Conf. of State Legislatures annual meeting, Philadelphia, PA.
Aug. 21-23	Regional Political Leadership Summit, sponsored by the Council of State Govts. - West. San Francisco.
Sept. 12	CA Legislative session ends.
Nov. 4	Election Day - S.F. City Attorney & Treasurer; + other local elections.
Nov. 16-19	IAPC Annual Conf., Buenos Aires.
Dec. 3-5	Sessions on Tourism & Future of Western Legislatures. Sponsored by Council of State Govts. - West. Kohala Coast, Hawaii.
Dec. 5-9	Council of State Govts. annual meeting, Honolulu.

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ ***L.A. Times Calls for Mehta's Dismissal*** - The L.A. Times, in a strongly worded June 25th editorial, has called upon Gov. Wilson to fire FPCC Chair Ravi Mehta because of anti-208 (campaign reform law) remarks he made during an ethics seminar for lobbyist in Sacto. Details of Mehta remarks were carried in a June 24th story by LAT reporter Dan Morain. In that story, Mehta says he's known as the *Eviscerator of Prop. 208*. Poor judgment, Ravi...

■ ***On Calpeek's Reading List*** - The July issue of Esquire: article titled *Confessions of a Right-wing Hit Man* by David Brock --- the guy who made Paula Jones famous...

■ ***Schabarum Gets Probation*** - Former L.A. Co. Sup. Pete Schabarum pled no contest to 3 counts of felony tax evasion and received a sentence of 3 years probation...

■ ***Gayle Bishop Convicted*** - Former Contra Costa Co. Sup. Gayle Bishop was convicted of 9 felony corruption charges --- most of which stemmed from her ordering her staff to perform personal & political work for her on county time. Sentencing set for July 30th...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Veteran consultant Joyce Valdez will be heading up fundraising activities on behalf of L.A. Co. Sheriff Sherman Block, who will be seeking a 4th term in '98...

● Married: L.A.-based Demo consultant Parke Skelton to Demo fundraiser Alison Morgan on June 15th. Congratulations & best wishes...

● Confirmed by Senate Rules Cmt.: Gerald L. Parsky and Peter Preuss to the UC Board of Regents. Left twisting in the wind for another term: former CRP Chair Tirso del Junco...

● PRSA Silver Anvils to Edelman Worldwide's Sacto, S.F. & L.A. offices. The Sacto office won for

its work on NO on 211(1996), while the L.A. office won for an L.A. City program on recycling...

● Name change: The Huntington Beach/Fountain Valley Assn. of Realtors is now part of the Orange Co. Assn. of Realtors. Judith A. Legan is the Sr. VP and director of govt. affairs. ☎(714)586-6800...

● On the move: The Dolphin Group has moved its Sacto office to 925 "L" St., Ste. 800, Sacto 95814. Same phone ☎(916)441-4383...

● The Sacto office of Stoorza Ziegaus Metzger & Hunt is the Capital's #1 PR firm in **fee income**, according to Sacto Business Journal(June 9, 1997)...

● S.F.-based Station, Hughes & Shafer signs Delaine Eastin for Supt. of Public Instruction ('98), Audrey Rice Oliver for mayor of Oakland ('98), Sup. Susan Leal for S.F. Treasurer ('97) and Louise Renne for S.F. City Attorney ('97)...

CALPEEK'S MARKETPLACE NETWORK

● **Labor Council** seeks Political Coordinator skilled in all aspects of political campaign including database management. Will mobilize and coordinate union activists. Position requires excellent communication skills and ability to work well with diverse, multi-cultural workers. Call (510)228-0161 for information...

● **Account Executive** - Public relations firm seeks account executive. Responsibilities include writing, strategic planning, working with the news media, project development and implementation. Knowledge of L.A. leaders, communities, markets and organizational structure a plus. Fax resume, references, salary requirements to (213)489-5323, or mail to: Strategy Workshop, 911 Wilshire Blvd., #1650, L.A. 90017...

● **Grassroots public affairs** firm in Santa Barbara seeking Account Manager with 3-5 years experience. Organizational skills, team management, and strong writing skills all needed. Must be able to relocate to Santa Barbara area. Please fax resume to (805)962-4550 or mail to: Brandon Edwards, Davies Communications, 808 State Street, Santa Barbara, CA 93101...

CALPEEK's Marketplace Network is a listing of employer and employee availabilities for those engaged in campaign consulting, public affairs, public relations, government relations and legislative advocacy. The cost for each listing is \$25 for up to 40 words. 70 word maximum. Add \$5 for each additional 10 words. Send ad copy with payment (*no invoicing*) to CALPEEK, Attn: Marketplace Network, P.O. Box 1468, Beverly Hills, CA 90213. For info ☎(310)659-0205...